**PE 15 Edited\_Transcription**

[Daniel Hill] (0:05 - 29:30)

Welcome to the official Properties Entrepreneurial Podcast with myself, Daniel Hill. On this strip back podcast, we're going to be going behind the scenes with special guests to provide insight and inspiration on all things business, life, and the actual realities of high performance in practice. Success and failure are both very predictable.

We hope you enjoy. Good morning. Good morning.

In the interest of not upsetting anyone on the canal today, we're going to go off-piste a little bit and cross-country. I don't know how this is going to end up, but I found a path across the field, so we'll give this a crack. I was telling somebody about this yesterday, and I thought it was quite interesting, so I'm going to share it.

This is about the secret to success, and why the secret to success is not necessarily what people think it is. I think people think it's quite academic. I think that the definitions of success are warped, and there's quite a few reasons for this.

There's three elements to this, and the first two will apply to absolutely everyone. The last one will apply to those of you that have had experiences of progression, personal development, business, entrepreneurship in the past. The first thing about success is the definition of it, because I think we live in this world and this time where success is defined, described, aspired to by different things.

On Property Entrepreneur, we spent a long time working on this. We spent the whole of October, November, December, every year, defining what success is, because the reality is it's not what everybody thinks it is. Well, there's two bits to that.

Being successful is not what everybody thinks it is, and there's been some horrendous examples of what that looks like in practice. If you look at the journey of the society view of success, whether it's fame, material claims, the people who've made it to the top of the pile, actually, there's a whole wealth of reasons why that's not. It's not something to go all guns blazing into without understanding what you're doing.

The first thing is to understand what success is. The easiest way to call it is, the easiest way to describe it is life by design. What life by design is, is on Property Entrepreneur, we spend three months every year, October, November, December, deciding for the year ahead, what is our life by design?

What are our aspirations? What are our goals? The reality is most people don't have clarity on their life by design, because when you have life by design, you understand what's important to you, and what you want to achieve, and what's congruent with where you are in your life.

If you don't have a life by design, then you live a life by comparison. The danger here, or a life by default, or a life by comparison, is that you actually aspire to the highlight reel of social media, and you think that money and success and things like that is where everybody aspires to. The reality is, we all know that whilst that might be in society the definition of success, in practice that's just not the case.

Not everybody wants those things, and whilst we're going through this celebrity culture and period in time where that's the thing to aspire to, there's much more to life than that, and that doesn't apply to everybody, not by a long shot. The first thing is a life by design. What is your life by design?

What gets you going? What gets you excited, based on where you are in your life? What things are important to you?

Every year this changes, so back in the day, this is the first thing I'd encourage you to consider. What is important to you? When you're crafting your life by design, what do you actually want to get out of your life?

What do you want to get out of the next 12 months? You need to revisit this every year, because the reality is it changes. That's why we change ours every year.

Back in the day when I was starting out in business, my aspiration was to be self-employed. I've never had a job. I didn't want to have a job.

I wanted to be self-sufficient, earn an income, and not have to work for somebody else. I'm actually going into a cow field. I don't know whether this is a good idea or not.

It says it's a public footpath though. The first thing was I wanted to start a business. I wanted to be self-employed.

I wanted to cover my overheads. Great. Worked hard to do that.

Got a business that paid me a salary. I was like, great. That was my life by design.

That was my target. That was my ambition. Achieve that.

I was like, right. A year later, or this was obviously several years later, but when I got to the next time to go around the track, I was like, right. Now I don't want to do all the rubbish jobs.

There's jobs that I'm really good at, which is creating things, strategy, drive, vision. There's things I'm really not good at, like operations, finance, administration, back office. I just don't want to do those things.

Now my definition is to build a business that's big enough to pay some other people. We built a team. Got other people on.

I was like, great. Now I've achieved that. I do my job.

I turn up every day. Got a nice small business. Other people help out.

It's got a great culture. I'm really loving it. That's really good.

I was like, right. Now what's my life by design? Well, now my target and my aspirations is I want to see how big I can take this.

I want to grow a ginormous business with a head office and multiple offices around the UK. I want to do investment, development, training, management, all of these big things I wanted to achieve. Then we did that.

I did that. Achieved that. Then we're like, right.

Well, now I've got a big business. It's got loads of overheads, but it's got no profit because we've spent all the money scaling up. It's like, right.

Now we want to focus on profit. They were my aspirations and targets. Every year that sort of changes and equally so does your life by design because that's part of your life by design.

Sometimes you want to work so hard to achieve something. Other times you want to chill out and you want to relax. It might be that some years you think, and we all go through these cycles, you think, right, I want to have money.

I want to have a nice car. I want to live in a really nice house. You do that and then you're like, right.

That was fun. That was enjoyable. It didn't really scratch my itch.

It didn't really tick my box. What's next? This is where we do a thing called the year of.

A few years ago, I had the year of the supercar. I had two houses, two cars, had an R8, brand new Mercedes. My life by design was I thought that that's the next thing for me.

I did that. I realized that actually is a bit of an anticlimax. Had another year of sort of just addressing where I was in my life and then thought, right, actually, now I realize that material things don't make me happy.

So I'm going to try something different. And this is where this year came from. So this year is my life by design.

This year is called the year of frugal hedonism. So I sold the cars, sold the houses or rented the houses out and live on a narrowboat. So now I live on a narrowboat on like £750 a month.

And my life by design is enjoying things that don't cost money. So it's like experiencing those things. The first sort of thing of the secret to success is to understand what you actually want and also appreciate that it changes with time.

Sometimes you'll be really driven by money and you'll be like, right, I need to earn more money. I want to make more money. And then as you start to sort of progress that, you may arrive at a point where it starts to plateau.

And it's a bit of a law of diminishing returns and it doesn't really excite you or get you out of bed anymore. Or perhaps you just burn what you earn and you end up back in the rat race with a higher income and higher overheads. Or perhaps you want to be, you know, you want to graft really hard and work really hard.

And then you sit there and think, actually, you know what, I want to start a family. I want to chill down. I want to slow things down.

I want to, or I don't want a business with tens or hundreds of thousands of pounds worth of overheads. Actually, I just want a nice little lifestyle business or a passive business that pays me a salary and I want to start a family. So the first thing is life by design is what is your definition of life by design?

And for some of you, it'll be lifestyle. You want to have a good income. You want to do a bit of work, but you want to really enjoy seeing the world and sparing time with your friends and family and things like that.

For others, it might be that you're an empire builder and you want to expand and you want to grow and you want to do loads of different things. Some of you want to work hard. Some of you don't want to work.

The first thing is to understand what's your life by design and equally appreciate that this changes every year because life is a journey and it is, I think life is made up of three things. I think it's made up of, when we're looking at this sort of definition of success, where I am in my life right now, the three things that I think make it up is challenges. So this is my life by design is my challenges.

So I like challenges. I like to set a target and think, is it physically possible for me to achieve that? Can I grow into the person that needs to achieve that?

So I'd like to have a challenge and really enjoy the experience of getting there. Sometimes I don't enjoy it because it's hard, but it's the journey that gets us there. So the first is challenging, the challenges.

The second is experiences. So what would it be? An experience might be like, what would it be like to eat, be vegan?

What would it be like to be vegan for six months and not eat any meat? What would it be like to have eight hours sleep for a night every single night? What would it be like to not drink alcohol for a year?

What would it be like to all of these different, what would it be like to live on a, well actually that's the next one, but it's experiences. When you understand how to use these things, they can be really rewarding equally when you don't know how to use them, they become really exhausting because if you think there's loads of solutions in life, you know, I'll be happy when I eat vegan, I'll be happy when I do this. You've got to appreciate that life is just a journey and it's an experience and these aren't solutions, they're shifts.

And if you're into different things, there's some things you fundamentally shouldn't do, you shouldn't overeat, you shouldn't smoke cigarettes, you shouldn't excessively drink. There's things that you fundamentally shouldn't do and they probably don't apply here, but there's these things that aren't solutions, they're shifts. And experiences are like that, it's like, well let's try this, what would it be like to do these things, to experience different things?

And then the final one is adventures. Another experience would be a body transformation, I did a body transformation last year, what would it be like to actually do a 14 week cut, what would it be like to be in a 1400 calorie deficit every day, what would it be like to be at that photo shoot level fitness, what are those experiences like? Because they're good, they build you as a person, you try different things.

And then the final one is adventure. I like adventures, so what would it be like living on a narrowboat for a year, what would it be like going and living in Vietnam for six months, what would it be like taking December off, like I did last year. All of these different adventures and experiences help us to, oh there's the other gate.

All these things sort of help us to craft our life by design, so that's the first thing. The second thing is the secret to success, when you've got that life by design, and everybody's different, if you're aspiring to the highlight reel of social media and Facebook and Instagram, it'll never be big enough, it's never quick enough, it's never fast enough, the game is against yourself, you want to shake hands with your competition. If you look at our competitors in the market, in business, I know every single one of them.

I've worked with them in different capacities, I know them, I'm friends with them, I have no sense of competition towards any of them. My competition is against myself, and I think when you can get to that position, it can be far more fulfilling, because you understand that this is all a game. It's all a game, we're all here to play it, there's no elusive there, like trust me when you earn more, it gives you options and things like that, but it's not a game changer.

When you drop yourself down to Photoshop level fitness, someone said to me once, those of you that have ever done a cut, and gone down to like 7-8% body fat, it's mad. Someone said the better you look, the worse you feel, and that is the reality of a lot of this. Also, if you want to go and drive fast cars and big houses, you've got to appreciate that that's not relative wealth, it's burn what you earn, it's the Mike Tyson strategy, you 500 million pound in your career, and go bankrupt, it's the burn what you earn strategy.

That's the first thing, it's to understand what your life by design is, and have a life by design, not a life by comparison. The two things that follow that are, this is a beautiful morning, the two things that follow that are about motivation. Once you've got that life by design, the next thing is, how do you motivate yourself to achieve that?

Because getting stuff done is not easy, getting out of bed early is not easy, doing the work is not easy, getting in the shower when you're supposed to get in the shower is not easy. The whole thing is a game. The second part is, when you really understand what you want to achieve, what can you do to help yourself achieve it?

This is all a game, so we use lots of things on Propping Entrepreneur. One is, it's all a game, so raise the stakes is one. How do you raise the stakes?

You've got to go running, when you get up, don't put your dressing gown on, put your running gear on. This morning, I was like, so you raise the stakes, create an artificial reason to do what you've got to do, and this is all a game. I go running, so we have a charity, we run a charity called Get Up and Give Back, where we promote mental and physical well-being with entrepreneurs, whilst raising money for charitable causes, and we all go running.

Nobody likes running. Everybody loves having been to a run, and everybody loves having been to the gym, but nobody likes going there. We're all human.

The Rock, David Goggins says the amount of times he's walked around his house for 40 minutes, waiting to put his trainers on. We're all human. You've got to raise the stakes.

This morning, I was like, right, how do I make sure that I get these things done? I like doing these Facebook Lives, but I've got to get them done in the morning, because it's very easy for the day to disappear. I've not done what I planned, and it's gone.

Arnel, my marketing assistant, is poised to download this once it's finished and stick on YouTube, so he knows at 7.30 today, I'll be doing a Facebook Live. I've now got an accountability to him, so that I go and do it. We're the first ones to let ourselves down.

If you want to raise the stakes, say to somebody else you're going to do something, and make it then impact their workload, or impact their life, because that is raising the stakes. Even silly things like this morning, I was like, right, I really need to get in the shower now. I live on a narrow boat, so water is a scarcity.

I'm like, right, I need to get in the shower. Rather than think, oh, I'll have a shower in five minutes, I'll have a shower in 10 minutes, just walk up to the shower, turn the shower on. As soon as the water's flowing, I'm like, I can't mess around not getting in the shower, because I'm going to run out of water.

Quickly jump in the shower. Also play a game with yourself. How do you get these things done?

I get a lot of return from being productive. I think one of the fake things that people think in life is, it's not hugely satisfying procrastinating. It's not hugely satisfying sitting around doing nothing.

It's very easy to do, but it's not hugely satisfying. What you want to do is figure out what your success triggers are. When we're getting this motivation, it's like, what makes you feel good?

Is it going out and getting 10,000 steps in the morning, or 3,000 steps in the morning? Is it being productive? Is it doing a good day's work?

Is it finishing at four o'clock? Whatever it is that gets you going, they're your success triggers. Then it's building out like that.

I'm a very productive person. I enjoy being productive. I've got an insatiable appetite.

From the second I wake up in the morning, it's like, right, green tea. Now it's time for my lemon and ginger tea. Now it's time for a liter and a half of water.

Now it's time for a piece of chewing gum. Now it's time for some steps. Now it's time for some work.

I've got a very insatiable appetite, because my motivation, my motor, well, this is about human design. This is something else we teach on Properly Entrepreneur. Human design, you're built in a certain way.

Now for those of you that are into spirituality and things like that, then you'll get this. Others of you, apologies if it loses you, but before you were even born, you were defined to be who you are. So your profile, your energy type, your chakras, how it all aligns with the I Ching, it's all very defined.

And with Life by Design, it's starting to understand what's good for you. I'm a manifesting generator, which means I'm a very productive person. Every day I go to bed and I wake up with a fresh tank of energy, and before the day's out, I have to use that energy, because it's just there to be used, and that's what makes me who I am.

Other people will aspire to things like that, like, oh, I really wish I was as driven as that person, or I really wish I had that much energy. But they don't, and there's nothing wrong with that. It's understanding who you are, what makes you tick, and then doing yourself justice and not letting yourself down, setting some rules for yourself, having the discipline and the motivation to go and do it.

Play games with yourself. So I'll do my work in 90-minute sessions, and then at the end, so this is called work by reward. I'll do my 90 minutes worth of work, oh, it's quite warm now, doesn't help I was running across a cow field.

I'll do my 90 minutes worth of work, and then have a reward, and the reward might be watch a video on YouTube, or have a cup of tea, or have some lunch, and what it does is all the way through the day, it creates these success triggers where you're having a little reward. It's a bit of fun. The alternative is you don't do what you need to do, and you feel like crap anyway, because you said you were going to go for a run today, and you didn't go for a run.

You thought you were going to have a nice, clean, healthy day, but you ended up eating crisps and chocolate. Success and failure are very predictable. The second thing is to play this game of getting motivated to achieve that thing.

You know your life by design, you know what you want, like fundamentally what you want, and it doesn't have to be, like we said at the beginning, it's what you want. It's life by design, not life by comparison. Then it's like, well, how do I pull the trigger and get those things?

Again, the reality is you'll enjoy it. If you're a grafter, you'll enjoy grafting. If you're being productive, you'll enjoy being productive.

Even when the shit hits the fan, and it's hard work, you'll quite enjoy it because you're in the thick of it. You're pushing forward. You're driving.

It's very backwards. People think life's about having your feet rubbed and eating grapes. It really isn't.

It's about understanding what you want and going and getting it in a completely innocent, fair, fun, and wholesome way. In the final, so the first thing is life by design. The second thing is understanding how to get motivated to do that, visioning, affirmations, playing the game, planning your calendar out, being productive.

Here's one for you as well. When you work, work. When you play, play.

Don't sit at work for seven hours or eight hours, procrastinating, letting the day drag on, especially if you're self-employed. If you're self-employed and you're doing that, you're just wasting your life. When you work, work.

When you work, sit down, whether it's for three hours a day or 10 hours a day. Sit down, lock in, get it done. Work, work.

When you play, play. Jim Rohn says, you don't want to sit on the beach thinking about the office. If it's playtime, don't go on WhatsApp.

Don't go on Slack. Don't go on your emails. It's playtime then.

When you play this game and you have this discipline, it allows you to enjoy life at a higher level. The second thing is getting motivated for it and all the things that you'll do to do that. Raising the stakes, pulling the trigger, playing a game, doing your top 10, doing your Sunday sanity, all of these things that we use on Properly Entrepreneur.

Finally, and this will only apply to some of you, on Properly Entrepreneur, the first challenge we have with people in their first year. Properly Entrepreneur has been going since 2013. We've got three levels.

We've got the program, which is the first year. We have the advanced, which is the next year. Then we have the board and now actually the incubator, which we're launching this year.

The first challenge we have is to get people to be productive. How do you get people to go out and do that first run? How do you get people to do the work they don't want to do?

How do you get people to work on systems when all they want to do is sales? The first thing that we focus on in the first year is let's get you productive. Let's get you going.

Let's really get you getting those success triggers so you start to understand that actually being productive and doing the work and pushing forward is what you want. It does make you feel good. That's the first year.

That'll apply to the majority of people listening to this, I suspect. Those of you that have been high performers before, you've done it in sports, you've done it in athletics, you've done it in academia, you've done it in entrepreneurship, wherever. You've had experience of being a high performer.

The things I'm saying to you now, you're like, I get that. I completely understand that. There is a way to make yourself work and make you happy.

There is a way to do this stuff that makes you satisfied and it's not chasing the elusive there, that's for sure. There's the journey of it and enjoying it. The challenge we have later on in the year or later on in the journey, some of our board members have been on Property Entrepreneur for six or seven years.

People stay on the program every year because we do the same process every single year and it's playing a game. It's this year, what's our year of? This year, what's our headline strategy?

This year, what's our objectives? This year, what's our targets? This year, what's our life by design?

I've been doing it for a decade, been teaching it for seven years. When people get further and further into the program, our board members are a good example who are like ultimate high achievers, progressed a ridiculous amount in the last five, six, seven years. The biggest challenge we have there, and this is number three, is avoiding burnout because we all love to eat a tasty dinner.

When you've got a life by design, you understand what that looks like for this year and then you set about motivating yourself and getting to task and putting it in action, you're enjoying the dinner. The danger there is we all know what happens with a tasty dinner, especially if it's all you can eat. We stuff our faces and we feel sick.

This is the third danger, is overcooking it. When you start to love what you do and you start to love your business, and when I say that, you don't get up and high five strangers every day and you're not running around swinging from the rafters. It's hard graft, but it's addictive because it does have success triggers and it has these accountability spikes and things that make you feel really, really good.

The third thing is not burning out because you love it so much, you're driven by it. When things are going well or challenging, you could literally work through the night. The final thing, the secret to success is not allowing yourself to overeat, not allowing yourself to stuff your face because burnout is a very real thing.

I experience it at least once a year. I'm not talking about waking up tired. I'm talking about dirty mornings, dark days, horrendous, having to drag yourself kicking and screaming for it.

At all costs, we want to avoid that. You really don't want to go into that place because stress is good. Stress, I put so much pressure on myself to achieve what I want to achieve because it's required.

Most people would not want to do the things that high performers do, like go out running, go out walking, hammering out work, taking on risks, borrowing money, investing in property, recruiting people. It's challenging and you have to be able to force yourself to do that. Stress is a good way to do that.

Stress, a little bit of pressure, that's good, but burnout is the other side. If you think about stress, the easiest way to explain it, stress is stuff in your face. If we use the analogy of food, stress is stuff in your face.

You love it so much, it's so tasty, you're enjoying it, you stick so much in your mouth. Stress is when you love it so much, you want to eat so much. Burnout is losing your appetite.

Burnout is when you wake up that day and it doesn't matter about turning the shower on or planning your diary out or raising the stakes. Burnout is like, I don't want to do this, I hate this, this is really painful. I'm not enjoying it, I'm disengaged and it's where you actually, not just you've stuffed your face and you feel uncomfortable, it's where you actually lose your appetite and it's not fun anymore.

The third secret to success is understanding those red flags and getting yourself into a position where you don't experience that any more frequent than necessary because it's not good and it does cause some challenges. That is the balancing act of success. The first thing is, what is success?

What is your life by design? The first thing that I covered is really understanding what's important to you this year. Is it making more money or is it having more time?

Is it having higher overheads or is it having more savings? Is it building a financial fortress or is it becoming an empire builder? It changes every year.

Life's here to live. Don't just get up every morning, every month, every year and do the same thing over and over again. It's all a game.

It's about experiences, challenges and adventures for a lot of us. The second thing is then how do you motivate yourself so you've got that clarity, you've got your entrepreneur, we do our year of board which has our year of, our headline strategy, our three personal objectives, our three professional objectives and that's like the board game. It's like, right, that is this year, 2020 for me was the year of frugal hedonism.

So got rid of the cars, rented the house out, cut my outgoings down from an embarrassing amount now down to 750 pound a month and then lived on a narrowboat. So it's the adventure and the experience of what's it like to actually not spend five, six, seven, eight thousand pound a month on stuff that you think is important to you. If you want to read that, read it.

There's a book called The Art of Frugal Hedonism, that's where I got it from. That's my year of and then my professional objectives. So three professional objectives, I won't share them, three personal objectives, that's my game for the year.

That's my life by design for 2020. And then when we get to the end of this summer, we'll go back into autumn and see what next year looks like. And I think because I've lived on the boat this year, I really enjoyed the longer days of summer.

And I think next year, my year of might be follow the sun. So I might have the narrowboat, live on the boat for spring and summer and then autumn and winter go over or when it gets cold, just travel across Europe and spend like three weeks in wherever, Spain, Portugal, fly back for a property entrepreneur, do three weeks somewhere else. I may be, but I'll figure that out when I get to get to autumn.

So the first is get your year off. Second thing is to motivate yourself to achieve it. What do you need to do to actually pull the trigger?

Because success triggers progress, being productive really add a lot of value to your life. And then third is once you understand how to do that and you've got the flywheel going, how do we stop the tires coming off the rims? How do we stop complete burnout, complete collapse, complete, complete crashing?

And it happens. It happens to all of us. The most important thing is you acknowledge it and you try and avoid it in the future.

So that's the secret to success. It's not what most people think it is. It's about life.

It's about living it. It's about life by design, not life by comparison. And if you've not ever applied any of those little bits and pieces, highly recommend checking it out.

There's some other stuff on our YouTube channel, Property Entrepreneur YouTube channel. Have a look on there. If you're not in the Property Entrepreneur's Facebook community, have a look in there.

There's lots of other Property Entrepreneurs that are doing this at the minute. And yeah, just follow me on social media. I'll share as much as I can.

I hope you get value from these. And have a think today about what do you actually want out of the day. A good thing as well is get your journal out.

I have my journal out every morning. I get up really early, get my journal out, and a lot of the time I just write what do I actually want from today. And today, for example, my day today is clear the decks.

All I want today is to clear the decks. So I've planned my day out. I've got time for emails.

I've got time for replying to WhatsApp messages. That's what I want from today. And if I get to the end of today and I've cleared the decks, I'll be a happy man.

And I'll use all the little tricks I've just shared with you to enable me to do that. It's all a game. Raise the stakes.

Success and failure, very predictable. Anyway, I'm back at the canal now, so I don't want to upset anyone. Have a great day, everyone.

Remember, it's life by design, not life by comparison. And if you can master that, then success and failure really are very predictable. Have a great Tuesday.

I'll catch you later. Thank you for listening to the official Property Entrepreneur podcast. Trust you found value and insight in the topics discussed, and as always, very much welcome your comments, feedback, and any suggested guests or topics you would like us to consider.

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